



Membership and Volunteer Manager

The Membership and Volunteer Manager is the primary representative of Midcoast Conservancy's membership program, so s/he must enjoy working with the public on protecting and promoting healthy lands, waters, and communities through conservation, outdoor adventure, and learning. The Membership and Volunteer Manager is responsible for overseeing the entirety of the membership program including implementation, reporting and analysis, and strategy for membership efforts. The position oversees data management for Raiser's Edge NXT and s/he will also write and manage a number of grant applications. Benefits provided include health care insurance, retirement, 3 weeks of vacation, accrued sick time and 12 holidays, all in a collaborative and flexible work environment. Annual salary of \$32,000 - \$38,000, depending on experience.

Duties and Responsibilities

- **Membership program management** —Implements best practice strategies in stewardship, renewal and upgrading of current members; acquires new members and converts visitors. Evaluates effectiveness of current membership program services, benefits, and policies relating to retention and acquisition of members on a regular basis. Recommends, designs, and implements changes to improve effectiveness and efficiency.
- **Membership and volunteer cultivation and stewardship**—Serves as primary representative of membership program on a daily basis and at membership events. Coordinates cultivation and engagement of members by building relationships with individuals and organizing opportunities for involvement. Generates acknowledgement letters and arranges thank-you calls for Directors as appropriate.
- **Direct response traffic management**—Develops and directs strategies driving integrated snail mail, email and social media campaigns to acquire, upgrade, and renew members and donors. Maintains schedule of renewal and cultivation, including timely delivery of strategy, creative materials, and data.
- **Reporting and data analysis**—Generates reports to measure results of membership campaigns and overall membership retention and growth. Monitors progress toward revenue goal and provides reports for senior management.
- **Data management**—
 - Develops, promotes, and documents best practices and policies associated with member, donor, and prospect management. Maintains security, accuracy, and integrity of Raiser's Edge NXT database.

Clean Water. Thriving Communities. Land for All.



- Manages membership acknowledgements, which includes ensuring that the Executive Director and Director of Development steward members in a timely manner.
 - As the RE power-user, trains staff in proper use of database. This will include ensuring that staff properly record contacts with volunteers.
- **Grant Writing**— Writes and manages a limited number of grants from inception to monitoring to final report.
- **Collaborative efforts**—Partners with other teams to implement cultivation and stewardship opportunities along with communications that promote the best membership and volunteer experience. Works with the Communications Manager to create membership collateral, to support the organization’s online presence for members via social media, and to update membership pages on the website. Collaborates with Director of Development to identify and upgrade members to higher levels of support. Works with Finance Manager to prepare and monitor membership revenue and expense budgets.
- Performs additional duties as assigned.

This position reports to the Director of Development.

Please apply to kristin@midcoastconservancy.org with a cover letter, resume and list of 3 references by 1 June 2019.

